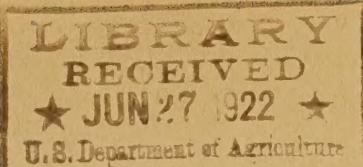


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PUBLICATIONS OF THE U. S. DEPARTMENT OF AGRICULTURE

Statement of C. W. Pugsley, Assistant Secretary, to Agricultural Editors' Association, May 16, 1922, concerning the reorganization of the Department Publications.

At the last annual meeting Secretary Wallace asked this Association to send a committee to Washington to make a survey of the publications of the U. S. Department of Agriculture and to submit recommendations for any changes which, in the minds of the committee, should be made.

A committee consisting of the following editors made a week's study and a comprehensive and valuable report:

E. S. Bayard, Editor, National Stockman and Farmer, Pittsburgh, Pa., (Chairman)  
C. A. Cobb, Editor, Southern Ruralist, Atlanta, Georgia.  
Carl Williams, Editor, Oklahoma Farmer-Stockman, Oklahoma City, Okla.

I wish to submit a brief summary of the recommendations made by your committee and a statement of their present status, together with a statement of other changes made in the publication work since I have been charged with its supervision.

General Recommendations

1. "Especial effort should be made to secure from Congress larger specific salary appropriations for heads of sections relating to this work than are now permitted to be paid."

ACTION: An increase of \$75,000 in the printing appropriation was secured. It has been possible, by drawing upon lump sums, to strengthen the staff of the Press Service by increasing the salaries beyond the amounts heretofore paid.



2. "All publications excepting the News Letter, Market and Crop Reporter and certain publications of the Weather Bureau, should be uniform as to size of page."

ACTION: We are eliminating the odd sizes in the Department Circular series and in the unnumbered pamphlets as rapidly as possible.

3. "Uniform method of prominent display of the name and official seal of the U. S. Department of Agriculture should be adopted. In all cases the name of the Department should be more prominent than that of the issuing bureau. The fact should be emphasized that these are publications of the U. S. Department of Agriculture."

ACTION: A standard design for Farmers' Bulletin covers embodying the ideas of this recommendation has been adopted and is being used on new bulletins. The old designs, however, will continue to appear on reprints, but revisions will carry the new design. We are also about ready to adopt uniform bulletin headings for other series which will conform to the recommendation.

4. "We find a decided tendency in many publications to the extravagant use of white paper. There is needless use of large-sized leaded type. Margins in many cases are too wide for either attractiveness or economy and too many pages, including cover pages, are left completely or almost entirely blank."

ACTION: Increased attention has been given to more economical makeups from a standpoint of paper saving. Estimates are now being made by the Government Printing Office to show whether it would be economical and practicable to reduce the size of type or use solid type in all the Department series. Rearrangement of certain cover pages has resulted in a more economical use of space.

Specific Recommendations.

1. The Yearbook.

(a) "Eliminate from the Yearbook the magazine type of special article."

ACTION: All such articles will be eliminated from the Yearbook of 1921. Instead, there will appear four comprehensive articles which will be historical and statistical studies of the economic situation with respect to cotton, corn, wheat,



and beef, and one article giving a graphic summary of agriculture based on the last census. It will be the purpose of these articles to present in a simple, interesting and graphic style all the most important facts drawn from all available sources, bearing on these situations.

(b) "The Secretary's Annual Report as printed in the Yearbook should be limited to matters of public and permanently historical interest."

ACTION: The Secretary's Annual Report in the Yearbook of 1921 will be of an economic nature and will be graphically illustrated by charts and drawings.

(c) "Statistical material now appearing in the Appendix should be continued and in addition the Yearbook should contain analytical interpretations, with graphs and charts, relating to such statistical material."

ACTION: This will be done so far as statistics lend themselves to such interpretations, and as far as space is available.

(d) "Tables showing comparisons of prices of farm products with the prices of other basic commodities and such historical and analytical data as may assist in their interpretation should be presented."

ACTION: The material here recommended will be included, both in the statistical section and analytical articles referred to above.

(e) "Statistics of receipts and shipments of principal agricultural products showing points of origin of such receipts, together with the movement of live stock from markets to farms, should be presented. It is suggested further that range of prices be given covering a few standard classes of products at basic markets. For example, in live stock: steers, cows, heifers, bulls, veal calves, stockers and feeders."

ACTION: Tables covering this information, so far as possible, will be presented.

(f) "The material appearing on pages 510 to 533, inclusive, Yearbook 1920, should be limited to a list of national farmers' organizations including all such organizations as well as those devoted to live stock."

ACTION: Because the Department is revising and republishing in bulletin form its directory of farm organizations, the lists of organizations have been eliminated from the Yearbook.



(g) "If feasible, statistics as to production of fertilizers and of commercial stock and poultry feeds, together with prices and the quantities used by states, should be presented."

ACTION: Adequate information on these subjects was not available and could not be obtained in time for inclusion in the Yearbook. The Department is making an effort to secure this data and it may be in hand for the 1922 Yearbook.

(h) "The Yearbook cover should remain permanently as that appearing on the 1920 issue."

ACTION: After careful consideration it is felt that in order to preserve uniformity the color and style of binding of previous Yearbooks will be substituted. The committee were unanimous in the belief that a mistake was made in changing style for the 1920 book.

## 2. Agricultural Research Publications

(a) "It is our opinion that a greater percentage of the Department's research findings should first be published by the Department itself."

ACTION: The Department's policy is in line with this recommendation. So far as it is possible to do so with available printing appropriations, the Department will publish as much as possible of its research results.

(b) "All technical research papers should be submitted to the Secretary, who should determine the method and form of publications."

ACTION: Such manuscripts are submitted to the Director of Scientific Work and then to the Assistant Secretary, who has charge of all publications.

(c) "Editorial supervision of the Journal of Agricultural Research should be vested in the Office of the Secretary and not either officially or actually in any bureau."

ACTION: The Journal of Agricultural Research was discontinued in December for lack of specific authority of Congress, but we hope to resume publication soon. No definite action has been taken on the above recommendation.

(d) "In view of the fact that the Journal of Agricultural Research is essentially a library publication, it should go exclusively to libraries and paid subscribers and in no case free to individuals."

ACTION: This recommendation was put into effect.



(e) "Publication of the Journal should be financed out of the general printing fund as at present. Separates, however, should be paid for by the Bureau or institution ordering same."

**ACTION:** This recommendation also was put into effect, although some of the emergency printing fund was used for this purpose because some of the manuscripts were among those held up for lack of funds in the general appropriation.

(f) "We recommend that the page size of the Journal be reduced to that of the Experiment Station Record and that the eight-point type now used in the Record be used in the Journal."

**ACTION:** The size of the Journal has been reduced to that of the Experiment Station Record. In the last number before its suspension in December, 10-point solid type was used instead of the former 10-point leaded type, which seemed better and cheaper than to use 8-point.

### 3. Public Roads Magazine

"The publication of the U. S. Department of Agriculture known as Public Roads should be reduced in size to that of the Experiment Station Record and eight-point type should be substituted for the size now in use. Cover pages should be printed with and on the same stock as the body of the publication.

**ACTION:** This publication also was discontinued in December for lack of specific authority of Congress. If its publication is resumed, it is the present plan to follow the recommendations.

### 4. Helps to Teachers

"We recommend the continuation of the present Helps for teachers of agriculture of elementary grades now issued by the States Relations Service."

**ACTION:** The Department concurs in the views expressed in this recommendation and a more definite plan for publication of such material is now being developed.

### 5. The Agricultural Almanac

"It is suggested that this publication be continued for at least one year, with outlined changes."

**ACTION:** The Almanac was revised substantially as recommended and was sent to the Printing Office in December. Its approval by the Joint Committee was so delayed that its publication would be too late to be effective, so we withdrew the manuscript and it will not be published this year.



6. Farmers' Bulletins

(a) "The period between preparation of manuscript and final publication should be shortened."

ACTION: An effort is being made to meet this suggestion.

(b) "A system of more timely distribution should be worked out so that Farmers' Bulletins will reach destination when actually needed."

ACTION: This problem also has had careful attention and some progress has been made. The entire mailing system was surveyed by the Bureau of Efficiency and by the Addressograph Company and we will begin a complete revision about July 1. All the mimeograph, multigraph and addressograph work of the department was combined and effected a saving of about \$20,000 in machinery alone. The labor saving was also considerable.

(c) "Preparation of manuscript should be advanced where necessary so that timely printing and distribution are assured. In cases where this is impossible, distribution should be delayed until the subject matter is of timely interest."

ACTION: The importance of the point of this suggestion is being brought to the attention of all writers. Editions received after the information they contain is seasonal, are being held as suggested until the subject matter is of timely interest.

(d) "The value of the Farmers' Bulletin can be improved by telling the story first concisely and clearly."

ACTION: The problem of producing Farmers' Bulletins which measure up to this standard is an educational one among our own people and attainment of the objectives will not be immediate. Some progress, it is believed, has been made.

7. Department Circulars

"Department Circulars should be shortened and made specific."

ACTION: This recommendation has been considered and concurred in, and efforts made to put it into effect.

8. Service and Regulatory Announcements

"We feel that an inquiry should be made as to the possibility of condensation of subject matter in the interest of economy. We also recommend the prompt issue of findings following decisions."



ACTION: An inquiry was made as suggested, and the whole matter is still receiving attention in connection with a study of the possibilities of simplifying the number of series of such publications. The necessity of publishing more promptly the results of findings in regulatory cases has been brought more forcibly to the attention of the bureaus affected. The deliberate movement of legal cases and the consequent difficulty of securing prompt reports of cases from cooperating agencies, together with frequent delays in printing, present serious difficulties in this connection. When we secure a Director of Regulatory work our problems in this connection will be simplified.

9. Crop Reporter, Market Reporter and National Weather and Crop Bulletin.  
"The plan already approved for the consolidation of the Monthly Crop Reporter and the weekly Market Reporter is commended. We recommend that this consolidation be extended to include the National Weather and Crop Bulletin and that this publication as such be abandoned."

ACTION: This recommendation was carried into effect on January 1 of this year when the Monthly Crop Reporter, the Market Reporter, and the National Weather and Crop Bulletin were consolidated into "Weather, Crops and Markets."

10. Weekly News Letter

"The character of the Weekly News Letter should be changed from that of a news service to that of a house organ, and be sent only to full-time Department employees."

ACTION: This recommendation was put into effect the first of this year with the establishment of The Official Record and the discontinuance of the Weekly News Letter.

11. Special Information Service

"The Special Information Service should be continued."

ACTION: This service was discontinued in December for lack of specific authority of Congress. Its publication will be renewed if authority can be secured.

12. Clip Sheet

"The Clip Sheet is useful and should be continued with such improvement as will make it of greater spot news value. There should also be liberal use of short filler copy in the Clip Sheet."



ACTION: The Clip Sheet has been continued and an effort has been made to follow the suggestions in this recommendation. We have recently changed its form, and editors like it much better.

13. Plate Service

"Plate service should be continued as issued at present with greater attention being paid to proper announcements of Farmers' Bulletins."

ACTION: This recommendation is being carried out.

14. Non-Competing Articles

"This service should be continued as at present. There is a great field for further development of this service as it relates to the daily press, especially the Sunday paper."

ACTION: Effort is being made to carry out this recommendation.

15. Posters and Circulars

"The color poster service is one of the most valuable of all avenues for disseminating emergency information. It should be extended as the welfare of agriculture demands.

ACTION: This recommendation is being carried out so far as funds permit.

16. Experiment Station Record

"We heartily commend the publication of the U. S. Department of Agriculture known as the Experiment Station Record and suggest that it be continued in its present form."

ACTION: This is being done.

17. Motion Pictures and Lantern Slides

"We consider this branch of the Department's information service of very great value. Both pictures and slides are especially valuable in specific agricultural campaigns and emergencies, and their use on specialized subjects should be continued."

ACTION: This recommendation is being carried out. We have made arrangements for a new motion picture laboratory.

18. Information by Letter

"We recommend the utmost promptness in answering all letters."

ACTION: The Secretary has given special attention to this and is developing plans which will, we believe, still further hasten replies.



A new plan of grouping press material and a revision of mailing lists in Press Service saves about 10,000 envelopes per month, or 120,000 per year, and much labor.

It is impossible to give an accurate estimate of the savings made by the changes enumerated. Estimates of those in charge indicate that they amount to approximately \$75,000 annually. We also believe that the changes contribute greatly to the efficiency and value of the work. Any saving which can be made permits the publication of more material and the improvement of the publication service.

The Secretary, and the Assistant Secretary in particular, feel greatly indebted to your committee and take this occasion to thank you for your splendid work.

